

ATTACHMENT 1
MARKET CHECK FINDINGS & RECOMMENDATIONS
(Houston, TX 11/15/93)

Findings

- In about five stores the books were not attached to the product. Retailers claimed this was so the consumer could choose the packing they wanted.
- Where POS is not out and BOD's are (i.e. Randalls supermarket chain). Most clerks are aware of the promotion. Thus, you could not get the book for free, but the program was definitely not promoting sales.
- A couple retailers kept the BODs behind the counter, but did put up the display. However, consumers probably didn't understand the offer because not many BODs had been given out in the past few weeks. The store clerk could be keeping this product to give out to preferred customers.
- Comments received during this market check: 1.) many consumers still prefer the hard cover BODs and 2.) coupons in book add extra value.

Recommendations

Things we may want to consider for next year are:

- Leaving an area for price call outs on the display.
- Including a dangler in the kit that can be placed on the permanent carton fixture for when the display comes down.
- Placing copy on the B-header that tells the consumer to save their pack UPCs for the Book of Days.
- Creating a Take 1 Pad for pack stores, so these consumers have the opportunity to get the BODs.
- Extending a two pack purchase to the consumer w/bounce-back offer for BODs w/required UPCs.
- Supplying pack retailers with extra carton inserts so they can give them out to their customers.
- Securing the books with stronger adhesive tape.
- Placing a V-Wear dedicated coupon in the BODs for free UPCs or a reminder to save UPCs.

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ATTACHMENT 2
BOOK OF DAYS UTILIZATION

<u>MARKET</u>	<u>UTILIZATION</u>
SECTION 12	0%
SECTION 13	71%
<u>SECTION 14</u>	<u>91%</u>
TOTAL REGION 1	78%
SECTION 20	100%
SECTION 21	85%
SECTION 22	90%
SECTION 23	92%
SECTION 24	<u>87%</u>
TOTAL REGION 2	90%
SECTION 30	100%
SECTION 31	82%
SECTION 32	93%
SECTION 33	92%
SECTION 35	98%
SECTION 36	<u>95%</u>
TOTAL REGION 3	92%
SECTION 40	0%
SECTION 41	99%
SECTION 42	99%
SECTION 43	100%
SECTION 44	106%
TOTAL REGION 4	100%
SECTION 50	0%
SECTION 53	99%
SECTION 54	<u>98%</u>
TOTAL REGION 5	97%
TOTAL U.S.	93%

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ATTACHMENT 3
VIRGINIA SLIMS BOOK OF DAYS

<u>Vehicle</u>	<u>1994 Circ.</u>	<u>Est. Red. Rate</u>	<u>Act. Red. Rate</u>	<u>Est. Red.</u>	<u>Act. Red.</u>
RETAIL					
On Carton	435M	100%	98%	435M	425M
Carton Insert	<u>5MM</u>	<u>.5%</u>	<u>.4%</u>	<u>25M</u>	<u>20M</u>
TOTAL RETAIL	5,435M			460M	445M
DIRECT MAIL	1,450M	7%	2%	101M	28M
MEDIA					
FSI	58.2MM	.05%	.02%	28M	12M
Magazine AD	33.9MM	.04%	.02%	14M	9M
Maga Papers	190.6M	NA	0	NA	0
Ethnic ROP	500M	.05%	0	NA	0
Parade	<u>762M</u>	<u>NA</u>	<u>0</u>	<u>NA</u>	<u>0</u>
TOTAL MEDIA	93,552.6M			42.25M	21M
GRAND TOTAL				603.25M	494M
<u>TOTAL PRODUCED</u>				<u>602.2M</u>	<u>602.2M</u>
BALANCE				(1.05M)	108.2M

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ATTACHMENT 4
VIRGINIA SLIMS COUPONS WITHIN BOOK OF DAYS

<u>Description</u>	<u>Circ.</u>	<u>Est.Red.</u>	<u>Act. Red.</u>	<u>Est.Red.</u>	<u>Act. Red.</u>
\$1.00 Off Ctn or 4 11/1 - 2/28 UPC 02302	600M	15 %	4%	90M	25M
50¢ Off 2 Pack 11/1 - 4/30 UPC 02303	600M	12 %	3%	72M	18M
\$1.00 Off Ctn or 4 11/1 - 5/31 UPC 02304	600M	15 %	3%	90M	20M
50¢ Off 2 Pack 11/1 - 6/30 UPC 02305	600M	10 %	3%	60M	16M
\$1.00 Off 1 Ctn or 4 Pk 11/1 - 9/30 UPC 02306	600M	8 %	3%	60M	17M
50¢ Off 2 Pack 11/1 - 10/31 UPC 02307	600M	8 %	3%	48M	17M
\$1.00 Off Carton 11/1 - 11/30 UPC 02308	600M	5 %	3%	30M	16M
TOTAL	600M			450M	129M
Survey 11/1 - 12/31/94	600M	15 %	6%	90M	34M
Grab Bag	600M	12%	2%	72M	13M

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